

**AMENDMENTS TO THE SPECIFICATION**

Please make the following amendments to the specification:

(Page 4, last paragraph)

In another embodiment, system for uniquely identifying an object record in a database of object records according to a plurality of exact and probabilistic search rules is provided. The system is configured to receive application identification information and attributes that correspond to a target object contained in the database of object records. The system additionally executes one or more exact-match search rules to search the database of object records for the target object. If the exact-match search rules do not return the target record, the system executes one or more user defined probabilistic search rules to search the database of object records for the target object. A list of probable matches to the target object is retrieved by the probabilistic search rules, and the probable matches are ranked by degree of match probability. The user of the system thereafter determines which retrieved record is the target record. Upon selection, the system updates the ~~updates the~~ database of object records in real time for the selected target object with new attributes and information associated with the target object. The system determines the efficiency of the exact-match and probabilistic search rules according to collected statistics for each search rule. Finally the rank order of the exact-match and probabilistic search rules are rearranged in descending order by the efficiency of each search rule.